

TECH CONFERENCE PREPARATION TRAINING INDEED, INC.

ABOUT ME

VM (VICKY) BRASSEUR



@vmbrasseur



vmbrasseur



speakertraining@vmbrasseur.com

ABOUT YOU

Slides

<https://archive.org/details/20180228-speakertraining>

Resources

https://github.com/vmbrasseur/Public_Speaking

WHAT I'LL COVER TODAY

1. Finding conferences & CFPs (calls for proposals)
2. Tracking and organising conferences and CFPs
3. Learning about your audience
4. Characteristics of a good talk abstract
5. Writing a good talk abstract
6. Writing a good proposal title
7. Organising proposals, presentations, and related materials
8. Handling rejection

WHAT I WILL *NOT* COVER

Pretty much everything after getting your proposal accepted:

- ▶ Writing a good presentation
- ▶ Delivering a good presentation
- ▶ Presenting a demo
- ▶ Handling the audience
- ▶ Post-event follow-up
- ▶ Etc.

FINDING CONFERENCES AND CFPS

LANYRD
2010-2017
REST IN PEACE

www.tombstonebuilder.com

TECHNICALLY SPEAKING
2014-2017
REST IN PEACE?

www.tombstonebuilder.com

**ALAS, IT'S A VERY MANUAL
PROCESS**

OPENSOURCE.COM EVENTS CALENDAR

<https://opensource.com/resources/conferences-and-events-monthly>

PAPERCALL.IO

@CALLBACKWOMEN

**YOUR COMMUNITIES
(INCLUDING OTHER
SPEAKERS)**

**AND DON'T FORGET ABOUT
LOCAL MEETUPS!**

QUESTIONS ABOUT FINDING CONFERENCES?



TRACKING AND ORGANISING CONFERENCES & CFPS



SPECIALISED SOFTWARE TOOLS FOR TRACKING THIS

EVMAN

- ▶ Open source (Apache v2.0)
- ▶ Hosted service available
- ▶ Shared across a team
- ▶ Track speaker images, bios, calendars
- ▶ Next to no documentation
- ▶ I would not recommend it

WHAT DO YOU NEED IN A TRACKING TOOL?

- ▶ **Conferences**
 - ▶ Conference dates
 - ▶ Conference location
 - ▶ CFP deadline
 - ▶ Link for more information (or to the CFP)
- ▶ Share across a team
- ▶ Perhaps even track what proposals were submitted & by whom
- ▶ Free (or easy to convince purchasing to approve)

Conferences



Talks

Free

Team Visible

... [Show Menu](#)

Researching

Monktoberfest 2018



Write the Docs 2018

🕒 8 Jan 2018



OSSEU 2018

🕒 1 Jul 2018



OSSNA 2018

🕒 29 Apr 2018



Open Source Systems



LibreCon



Small Business Institute

🕒 28 Aug



💬 1

Startup Grind

🕒 28 Aug



💬 1

Small Business Summit

🕒 16 Oct



💬 1

Small Business Expo



Tech Leadership CA

Add a card...

CFPing

LFNW 2018

🕒 31 Jan 2018



Open Source Leadership Summit

🕒 21 Jan 2018



OSCON 2018

🕒 30 Jan 2018



💬 1

Add a card...

Book Hotel

OS 101

🕒 15 Dec



💬 2

📌 9

Lead Dev Austin

🕒 8

FOSDEM Dev Rooms

🕒 27 Nov



📌 9

✅ 9/9

Red Hat Summit

🕒 1 Dec



📌 9

✅ 9/9

PyCon 2018

🕒 24 Nov



📌 7

LibrePlanet

🕒 2 Nov



📌 5

SCALE16x

🕒 31 Oct



📌 8

Add a card...

Book Travel

Add a card...

Done

LISA

🕒 2

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Veloc

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OSEI

All TI

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Open

🕒 6

/dev

PyCo

🕒 7

Peer

🕒

SCA

🕒

OSC

🕒

Open

Add a

ALSO WORKABLE:

SHARED CALENDAR

**A TOOL DOESN'T MATTER IF
THE PROCESS STINKS**

QUESTIONS ABOUT TRACKING AND ORGANISING CONFERENCES AND CFPS?



LEARNING ABOUT YOUR AUDIENCE

**EACH EVENT HAS ITS
OWN UNIQUE AUDIENCE**

**IT'S ALL ABOUT
VALUE TO THE AUDIENCE**

**THE AUDIENCE FIRST JUDGES
BY YOUR ABSTRACT**

**NO, YOUR TALK IS NOT
"FOR EVERYONE"
(PROBABLY)**

HOW TO LEARN ABOUT THE AUDIENCE

CONFERENCE ORGANISERS


SPONSORSHIP PROSPECTUS

PAST EDITIONS OF THE EVENT

WHAT TO LOOK AT WHEN LEARNING ABOUT THE AUDIENCE

- ▶ Role in software development
- ▶ Experience level
- ▶ Spoken language
- ▶ Recent challenges or developments in their area

QUESTIONS ABOUT AUDIENCE?



CHARACTERISTICS OF A GOOD TALK ABSTRACT

DIRECT AND SUCCINCT

COMPLETE

ACCURATE

APPLICABLE

LISTS AUDIENCE TAKE-AWAYS

"By the end of this talk audience members will be able to..."

WELL-FOUNDED

DESCRIPTION VS. ABSTRACT VS. PROPOSAL

Abstract: Full talk details

Description: Talk elevator pitch

Proposal: Aaaaall of the fields on the CFP form

(often used interchangeably)

QUESTIONS ABOUT THE CHARACTERISTICS OF A GOOD ABSTRACT?

BREAK TIME!



WRITING A GOOD TALK ABSTRACT

A FRAMEWORK FOR A TALK ABSTRACT

1. Introductory paragraph (a couple sentences to hook people)
2. Detail paragraph
3. Bulleted list of audience takeaways
 - ▶ "By the end of this talk audience members will be able to..."
4. Supporting/closing paragraph (if needed)

Experienced free and open source contributors take a lot of terms and concepts for granted, but these things are a foreign language to first time contributors.

While each project has its own special terminology and concepts, this talk will introduce the ones most commonly found in all types of free and open source projects. This will help newcomers to FOSS feel more welcome and comfortable, giving them a better chance at a successful contribution.

This talk will introduce:

- * The different ways to contribute (it's not all about the code)
- * Common files and what to do with them
- * Contributor License Agreement/Developer Certificate of Origin
- * Issue tracking
- * Common communication routes
- * Common project and community roles

By the end of this talk new contributors should feel much more comfortable navigating free and open source projects, feeling more like a native than a tourist.

**TARGET
DIRECTLY
AT THAT
AUDIENCE**

NEVER DO A SALES PITCH

RARELY A NEED FOR BONA FIDES IN AN ABSTRACT

"Velma has been in this industry since she was very young
and really knows what she's talking about."

Don't do this.

ADDRESS A PROBLEM, NOT A SOLUTION

▶ DON'T

- ▶ "This talk will introduce you to the new framework."

▶ DO

- ▶ "This talk will tell you how to troubleshoot that problem and suggest possible solutions."

BE DIRECT AND SUCCINCT

BULLET POINTS ARE YOUR FRIEND

- ▶ Easy
- ▶ To
- ▶ Skim

EXAMPLES OF GOOD ABSTRACTS

Loop better: a deeper look at iteration in Python by Trey Hunner

What's the difference between an iterable, an iterator, and a generator? Do you know how to create infinitely long iterables? Come to this talk to learn some of Python's slightly more advanced looping techniques.

Iterables are a very big deal in Python and they became even more important in Python 3. There's quite a bit beyond the basics when it comes to loops and looping in Python. Let's learn some of Python's slightly more advanced looping techniques!

In this session, we'll take a step back and learn about how looping actually works in Python. We'll then learn about a number of Python looping techniques that you've probably overlooked.

We'll learn about the difference between sequences, iterables, and iterators. We'll also reveal the iterator protocol that powers `for` loops in Python.

After we learn the basics, we'll learn some techniques for working with infinite iterables, generators, and generator expressions.

Attendees will walk away from this session with specific actionable recommendations for refactoring their own code as well as a wealth of new topics to look deeper into after the session.

Stumbling Through Django and How Not To by Melanie Crutchfield

If you're a beginner about to embark on a new Django project adventure, this talk is for you.

When I started my first Django project, I took the "Sure, I think I can figure that out" approach, which is fun! And also dangerous. But exciting! And also horrible because I caused myself a lot of trouble and barfed on my keyboard. (Metaphorically.) Oops.

My hope for this talk is to pass along lessons I learned the hard way, and save the world. Or at least prevent some frustration. :)

We'll talk about:

- version control
- structuring your project
- and how to handle top secret stuff.

We'll also talk about:

- throwing house parties without causing anaphylaxis
- pregnant daddy seahorses
- velociraptors
- and friends.

I promise all of that is related to Django.

QUESTIONS ABOUT WRITING ABSTRACTS?



HOW TO WRITE A GOOD PROPOSAL TITLE

CHARACTERISTICS OF A GOOD TITLE

- ▶ **Brief...but not too brief**
- ▶ **Descriptive, not obscure**
- ▶ **Accurate but still interesting**
- ▶ **Actionable**

INFORMATIVE & SNAPPY

GOOD TITLES (FROM 2017 NORTH BAY PYTHON)

- ▶ Loop better: a deeper look at iteration in Python **by Trey Hunner**
- ▶ Stumbling Through Django and How Not To **by Melanie Crutchfield**
- ▶ Call C code quickly and compatibly with CFFI **by Zack Voase**
- ▶ Nutshell in a Python: Adapting patterns from shell scripts **by Brett Smith**
- ▶ 5 Leadership Skills Every Engineer Needs **by Kathleen Vignos**

BAD TITLES (NO NAMING, NO SHAMING)

1. They're Watching You
2. Open Panel Forum
3. How to train your HAL 9000
4. Devices & Appliances
5. PUPPIES!

QUESTIONS ABOUT WRITING TITLES?

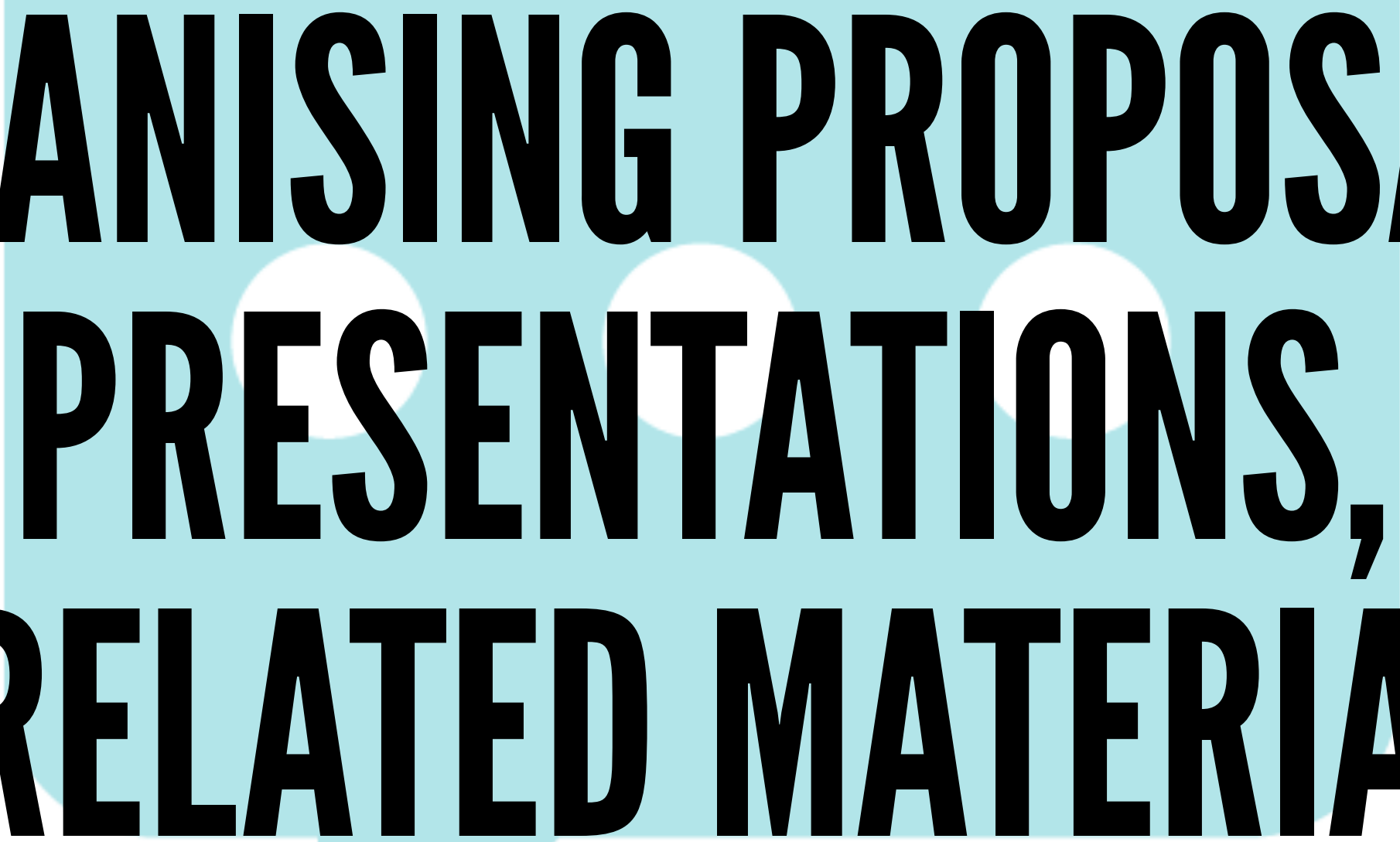
DISCUSSION TIME!

SAMPLE #1

<https://tinyurl.com/training-proposal-1>

SAMPLE #2

<https://tinyurl.com/training-proposal-2>



ORGANISING PROPOSALS, PRESENTATIONS, & RELATED MATERIALS

**WHAT DO YOU DO
WITH ALL
THAT STUFF?**

**HOW DO YOU
KEEP IT SAFE
AND EASY TO FIND?**



Presentations

☆ Star

1

🔗 Fork

0

SSH git@gitlab.com:vmbrasseur/Pres

📄

📁

+

🔔 Global

- Files (1.2 GB)
- Commits (613)
- Branch (1)
- Tags (0)
- Readme
- Add Changelog
- Add License
- Add Contribution guide
- Set up CI

master

Presentations /

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History

🔍 Find file

📁



Proposals & Bio for Open Source 101

VM Brasseur committed 2 weeks ago

304326bd

📄

Name	Last commit	Last update
📁 2011	Adding a README	a year ago
📁 2012	Moved from Writing repo	a year ago
📁 2013	Moved from Writing repo	a year ago
📁 2014	Moved from Writing repo	a year ago
📁 2015	Moved from Writing repo	a year ago
📁 2016	Final edits + PDF export	a year ago
📁 2017	Update PDF exports	2 weeks ago
📁 2018/Proposals	Proposals & Bio for Open Source 101	2 weeks ago
📁 Bios	Proposals & Bio for Open Source 101	2 weeks ago
📄 .gitignore	Moved from Writing repo	a year ago
📄 README	Moved from Writing repo	a year ago
📄 README.md	Add a README	a year ago

📄 README.md

Presentations I've done over the years.

master

Presentations / 2017 /


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Update PDF exports
VM Brasseur committed 2 weeks ago

210b5f94



Name	Last commit	Last update
..		
ATO/drivethru	ATO slides	a month ago
ConFoo	Slides for upload	9 months ago
DevWorld/speakertraining	Exports	3 months ago
FLOSS-UK/keynote	Exported slides	9 months ago
LCA	Add PDF	11 months ago
LISA	Add a note that comments are not welcome	a month ago
NBP/speakertraining	Update PDF exports	2 weeks ago
OReilly	Copy a bunch of files	8 months ago
OSCON/succession_planning	OSCON slide PDFs	7 months ago
OSEN/emergingmarket	Final changes and PDF exports	3 months ago
OSSNA/drivethru	Remove stuff after practice	3 months ago
OpenWest	Final for OpenWest	5 months ago
PDXDevOps/Failure	Slide exports	7 months ago
PDX_Linux/businessofcommunity	Rename directory	11 months ago
PeersConf/management	Add no comments to Q&A speaker notes	7 months ago
Proposals	Proposal for the Symphony Foundation event	3 months ago
PyConAU	Add credits formatting	4 months ago
SCaLE/succession_planning	Slides to upload to IA	9 months ago
SeaGL	Files for the 2017 party	2 months ago
Velocity/Velocity/orienteering	Copy Velocity files over	2 months ago
WtDPDX/IA	Updates for WtD PDX presentation	6 months ago

**QUESTION: WHAT SHOULD YOU
COMMIT TO THE REPO?**

ANSWER: EVERYTHING

- ▶ Presentation files
- ▶ Example code
- ▶ Images used in the presentation
- ▶ Video/audio (if your version control provider allows it)
- ▶ Everything

"EVEN IMAGES? REALLY?"

YES, REALLY

master

Presentations / 2017 / Velocity / orienteering / images /


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Copy Velocity files over
VM Brasseur committed 2 months ago

45f68012



Name	Last commit	Last update
..		
 CC.BY Boring Meeting by MrBigCity on Flickr.jpg	Copy Velocity files over	2 months ago
 CC.BY Girl Scout Day Camp by Peter and Joyce Grace ...	Copy Velocity files over	2 months ago
 CC.BY Girl Scouts, circa 1940s_by Seattle Municipal Ar...	Copy Velocity files over	2 months ago
 CC.BY Girls Hiking in Aspens Mosca Pass by Great San...	Copy Velocity files over	2 months ago
 CC.BY IMG_0714 by Nicola on Flickr.jpg	Copy Velocity files over	2 months ago
 CC.BY Roslyn_cat by ocean yamaha on Flickr.jpg	Copy Velocity files over	2 months ago
 CC.BY Welcome by garryknight on Flickr.jpg	Copy Velocity files over	2 months ago
 CC.BY Youths from a Soul River Inc deployment to the ...	Copy Velocity files over	2 months ago
 CC.BY daddy and the girls by Anatahea Utley on Flickr....	Copy Velocity files over	2 months ago
 CC.BY lily the trail blazer by Alison Squiers Photograph...	Copy Velocity files over	2 months ago
 CC BY-Compass by Maxim Kulikov-The Noun Project	Copy Velocity files over	2 months ago

**AND DON'T FORGET
TO COMMIT
YOUR PROPOSALS**

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Presentations / 2017 / Proposals /



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History

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**Proposal for the Symphony Foundation event**

VM Brasseur committed 3 months ago

598bc8ff

Name	Last commit	Last update
..		
ato-bizofcommunity.txt	ATO 2017 stuff	8 months ago
ato-drivethru.txt	ATO 2017 stuff	8 months ago
ato-fail.txt	ATO 2017 stuff	8 months ago
ato-successionplanning.txt	ATO 2017 stuff	8 months ago
cls-privilege.txt	Meh. I guess it'll do	10 months ago
cls-winning.txt	First draft of Winning CLS keynote proposal	10 months ago
confoomontreal-bizofcommunity.txt	ConFoo proposals & Bio	a year ago
confoomontreal-mgmt.txt	ConFoo proposals & Bio	a year ago
confoomontreal-remote.txt	ConFoo proposals & Bio	a year ago
devxcon-bizofcommunity.txt	Add proposals & bios for DevxCon & OpenW...	8 months ago
devxcon-drivethru.txt	Add proposals & bios for DevxCon & OpenW...	8 months ago
devxcon-successionplanning.txt	Add proposals & bios for DevxCon & OpenW...	8 months ago

TITLE:

The Business of Community

DESCRIPTION:

In this talk, I'll look at community from a business perspective, including the effect community can have on an organisation's bottom line. Although there are communities everywhere, I'll approach the topic—meaning, communities, their members, and their contributors—from a free/open source perspective. |

TITLE:

The Business of Community

DESCRIPTION:

In this talk, I'll look at community from a business perspective, including the effect community can have on an organisation's bottom line. Although there are communities everywhere, I'll approach the topic—meaning, communities, their members, and their contributors—from a free/open source perspective.

ABSTRACT:

While community management and developer relations are gaining acceptance, many companies still don't know how these efforts can benefit not only the communities of the open source projects on which their business relies but also their productivity and profitability.

In this talk, I'll look at community from a business perspective, including the effect community can have on an organisation's bottom line. Although there are communities everywhere, I'll approach the topic—meaning, communities, their members, and their contributors—from a free/open source perspective.

In this talk I'll cover:

- * Business reasons for supporting a community
- * Metrics for gauging community management success from the business' perspective
- * Getting started in community management
- * Risks of community management

TAKEAWAY:

The audience will learn:

- * Business reasons for supporting a community
- * Metrics for gauging community management success from the business' perspective
- * Getting started in community management
- * Risks of community management

master

Presentations / Bios /


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Proposals & Bio for Open Source 101

VM Brasseur committed 2 weeks ago

304326bd



Name	Last update
..	
 ato2016.txt	Add ATO bio a year ago
 ato2017.txt	ATO 2017 stuff 8 months ago
 codeland2018.txt	Add Codeland 2018 files a month ago
 confoo2018.txt	Add ConFoo Montreal proposals & bio 3 months ago
 confoomontreal2017.txt	ConFoo proposals & Bio a year ago
 daycon2017.txt	Add proposals & bios for DayCon & OpenWest 9 months ago

OH, AND YOUR BIOS, TOO


YMMV

**QUESTIONS ABOUT
ORGANISING PROPOSALS,
PRESENTATIONS, AND
RELATED MATERIALS?**

REJECTION

 **86 PROPOSALS SUBMITTED IN 2017**

 **22 ACCEPTED**

 **THAT'S A 25% ACCEPTANCE RATE**



PROPOSED TO 22 EVENTS IN 2017



SPOKE AT 18 EVENTS IN 2017



THAT'S AN 82% ACCEPTANCE RATE

**"...REACTED TO A NEGATIVE INTERACTION...SIX TIMES MORE
STRONGLY THAN THEY REACTED TO A POSITIVE
INTERACTION..."**

<https://hbr.org/2013/03/the-delicate-art-of-giving-fee>

CHANGE THE STORY

Not: "Drat, I had 4 talks rejected from SomeConf."

But: "Hey, I got a talk accepted! I'll be speaking at SomeConf!"

YOU'RE MORE LIKELY TO SCORE WITH MORE SHOTS ON GOAL

Don't limit yourself to only one proposal per conference.

Submit as many as you wish
(or as many as the conference will allow, if they set a max)

#SPEAKERLIFE

**SO WHY ARE YOUR TALKS
BEING REJECTED, ANYWAY?**

**LIMITED NUMBER OF TALKS
FOR EACH SPEAKER**

MULTIPLE PROPOSALS ON A SIMILAR TOPIC

**PROGRAMME EVOLVES
TO HAVE OTHER NEEDS**

**TOPIC IS GOOD
BUT TARGETED AT
THE WRONG AUDIENCE**



IT'S JUST A BAD PROPOSAL

**YOU WON'T KNOW WHY
IF YOU DON'T ASK
FOR FEEDBACK**

QUESTIONS ABOUT REJECTION?

A close-up photograph of a dog's face, likely a Golden Retriever, wrapped in a grey towel. The dog's eyes are closed, and its red tongue is sticking out. The text "WRAPPING UP" is overlaid in large, bold, black capital letters across the center of the image.

WRAPPING UP

Slides

<https://archive.org/details/20180228-speakertraining>

Resources

https://github.com/vmbrasseur/Public_Speaking

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